



2023 U Drive. U Text. U Pay.

Media Buy Summary



Table of Contents

- Table of Contents2**
- Executive Summary3**
- Campaign At-A-Glance.....4**
 - Planned Campaign Assets 4
 - Advertising Period 4
 - Working Media Budget 5
 - Target Audience 5
- Television6**
 - General Market Linear (Traditional) TV..... 7
 - Spanish-Language Linear (Traditional) TV 8
 - General Market Over-the-Top/Connected TV (OTT/CTV) 9
 - Spanish-Language Over-the-Top/Connected TV (OTT/CTV)..... 10
- Radio11**
 - General Market Radio 13
 - Spanish-Language Radio..... 15
- Digital17**
 - General Market Digital 17
 - Spanish-Language Digital 24
 - General Market Paid Social Media 26
 - Spanish-Language Paid Social Media..... 26
- Out-of-Home27**
- State-Level Campaign Extension Opportunities.....30**
- Glossary.....31**

Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) U Drive. U Text. U Pay. (UDUTUP) high-visibility enforcement (HVE) campaign supports a national distracted driving law enforcement mobilization during April. Based on FARS data, the most significant demographic involved in fatal crashes due to texting and driving is 18- to 34-year-old adults, making them the primary target for this campaign. The campaign aims to inform drivers that the dangerous act of texting and driving is a law-enforceable offense in all but two states. National paid advertising will run for eight days, beginning Monday, April 3 through Monday, April 10, 2023, and will be supported by a \$5 million paid media budget.

The 2023 campaign will use digital, paid social media, radio, TV and out-of-home (OOH) media to reach the target audience. Media selection has been recommended based on usage among the target audience, and strategies are based on current research and past campaign performance.

This document provides an overview of the research and media recommendations for NHTSA's 2023 UDUTUP campaign. State departments of transportation (SDOTs) and state highway safety offices (SHSOs) may wish to reference this paid media strategy and subsequent media buy details to develop their media plans during the HVE period or adapt tactics and approaches for their campaigns.

Media selection will be based on the target audience's media consumption trends. The campaign will aim to establish a broad reach and a high frequency to drive message penetration during the short flight.

Research shows that advertising effectiveness increases as additional media channels are added to the paid media plan. Media universes are neither measured equally, nor does the entire target audience consume any single channel, such as digital, radio or TV. Therefore, it is crucial to determine a channel mix that will frequently engage the target audience. NHTSA will use a multi-channel, multi-platform paid media strategy of digital and paid social media, radio, TV and OOH advertising to reach the target audience five to nine times across all channels throughout the campaign.

The strategy will focus on the most efficient, high-reach tactics to meet reach and frequency goals. The demographic comprises two distinct generations—Gen Z, who will be 18- to 26-years-old, and Millennials, who will be 27- to 34-years-old, in 2023. The plan will seek to reach each generational segment of the target audience where they consume media the most, relying on content to connect the UDUTUP message to each specific generation. As we observe the current media environment and usage by the target audience, we are seeing a shift in how time is spent consuming media. At the same time, consumers are using multiple channels to view content. Using consistent creative assets across each of these tactics helps build brand awareness. Nearly 100% of the target audience is connected to the internet. Therefore, this plan relies heavily on digital tactics.

The digital media plan will explore custom native content via direct publisher partners, programmatic video, display and paid social media channels.

While paid social media and digital are critical components of any outreach strategy to 18- to 34-year-olds, linear (traditional) TV and terrestrial radio continue to provide significant reach, especially as those mediums expand their access points and content options.

Streaming is increasingly commanding viewer time moving into 2023, and the budget will be allocated accordingly. Linear (traditional) TV is still needed to reach audiences, mainly live sports and local programming. Connected TV (CTV) and over-the-top (OTT) is becoming the primary placement to reach the target audience and will be an integral part of a well-rounded media plan. Linear (traditional) TV will be primarily bought programmatically to reach the target audience on their most-watched networks and programming.

Terrestrial radio is another dominant reach vehicle and will be a vital component of the campaign due to the reach and the added value it provides. Additionally, digital audio, particularly podcasts, will be considered to reach the audience who listens outside of the terrestrial format, which may include inside their cars while driving.

Finally, OOH options will be explored to extend the reach of the UDUTUP TV (linear and CTV/OTT) and other video messaging outside the target audience's personal screens.

Campaign At-A-Glance

The 2023 UDUTUP campaign aims to curb dangerous texting while driving by communicating to 18- to 34-year-old adults that it is a legally enforceable offense in most states. With a short campaign window of only eight days, the primary media strategy is to use digital formats, paid social media and broadcast radio and TV to quickly build frequency to reach 30–50% of the target audience five to nine times throughout the campaign.

Planned Campaign Assets

Figure 1: Campaign Assets

Language	Asset	Where Used
English	"Phone Personalities"	TV, Radio, Digital
Spanish	"Meme del Gato Portavoz"	TV, Radio, Digital

Advertising Period

National paid advertising will run starting Monday, April 3, through Monday, April 10, 2023.

Figure 2: Campaign Calendar

M	T	W	Th	F	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Working Media Budget

The total budget for the 2023 UDUTUP campaign is \$5 million.

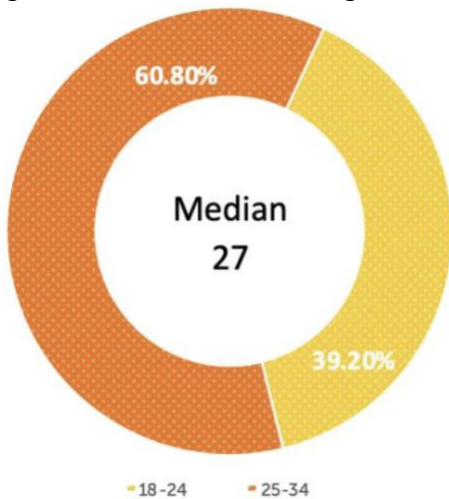
Target Audience

The primary target audience is 18- to 34-year-old adults. The secondary target audience is 18- to 34-year-old Hispanic adults who primarily speak and consume Spanish media at home.

Generation Overview

The 18- to 34-year-old adult cohort is seeing a rising generational shift, with Gen Z now making up almost 40% of the demographic.

Figure 3: Breakdown of Adults Ages 18- to 34-Years Old



Source: 2021 Doublebase GfK MRI Weighted to Population (000)

Television

As network TV costs continue to rise, networks have decided to refrain from guaranteeing delivery against the target market or at all. With this in mind, the recommendation is to shift away from buying TV networks directly and move toward audience-targeting tactics, which guarantee delivery and will be monitored daily. Untapped audiences can be reached across linear (traditional) TV and CTV in real-time. Using cross-channel audience insights tools, NHTSA can best determine the linear/CTV budget split for the target audience.

MiQ reported that during the 2022 UDUTUP campaign, linear (traditional) TV allowed the highest amount of message frequency at 4.72. This is double the amount of programmatic frequency, which averaged 2.84 due to the smaller amount of inventory available; however, when combining the two, the 2022 UDUTUP message received a 3.47 frequency. Working alongside each other, linear (traditional) and programmatic TV allows the buy to truly reach viewers wherever they may be watching while generating high impressions.

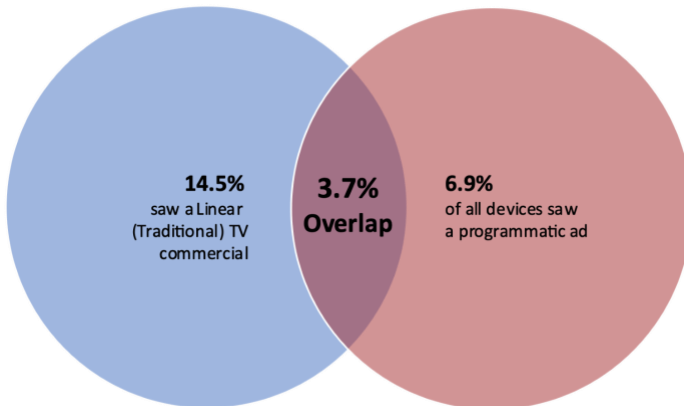
Figure 4: Linear (Traditional) and Programmatic TV Distraction 2022 Frequencies



Source: MiQ Distraction 2022 Insights Report

MiQ continues to showcase the need for both TV platforms, reporting that there was a 3.7% of overlap of viewers between linear (traditional) and programmatic during the 2022 UDUTUP campaign. Approximately 14.5% of viewers only saw the UDUTUP message on linear (traditional) TV and 6.9% solely saw the ad programmatically. This was achieved in 2022 by focusing the TV buys on sports programming, like the NBA and the PGA, that fell within the flight and mixing in networks that index high with the targeted demographic. It is recommended to follow this same buying strategy in 2023.

Figure 5: Cross-Channel Audience Distribution, 18- to 34-Year-Old Adults



Source: MiQ Distraction 2022 Insights Report

The general market TV plan will focus on high-indexing sports that will be played during the UDUTUP campaign. Although it is a one-week flight, it falls during a high-profile week for sports, with the MLB season opening that week and the NBA season heading into the playoffs.

General Market Linear (Traditional) TV

Ampersand

Ampersand is a data-driven cable TV advertising sales and technology company that reaches 80 million households, providing viewership insights and planning on 42 million households in 200+ DMAs across more than 165+ networks and in all dayparts.

The plan will be executed and measured to the target audience over a cross-screen TV campaign, meaning they can input on TVs, mobile and tablets while also being aware of frequency caps per-household. Ampersand offers audience-based buying and automation through a single interface that supports local and national cable TV buying.

The platform supports every step of the media plan to:

- Define and find an audience using Nielsen demo or custom audiences
- Plan and execute with an optimized schedule across the cross-screen TV supply
- Measure and report both reach and frequency to the custom audience

Ampersand will run nationally on high-indexing networks such as ESPN, TBS and USA.

Ampersand will deliver an estimated **6.9 million impressions**.

Continuum Media Network

Continuum Media is a national TV programmatic advertising platform that reaches 20 million homes in the United States, including both set-top-box and smart TV devices. Continuum provides inventory from the top 150 cable networks and over 600 broadcast stations nationally.

Continuum uses local inventory across all major affiliate groups and substantial independent station inventory. Layering in daily viewing data from Nielsen Sigma performance tracking combined with MRI data produces a unified database to create a highly targeted plan.

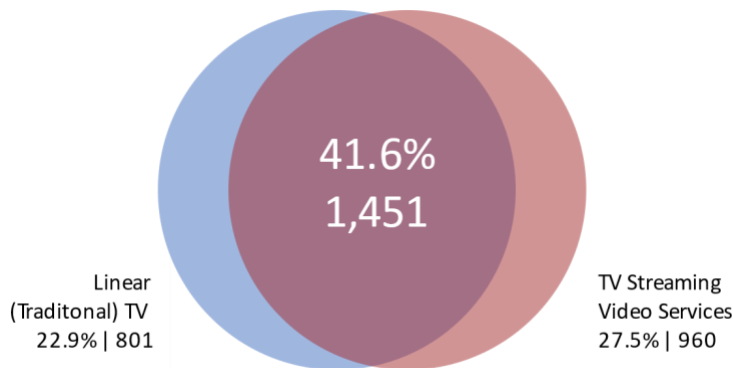
This plan will use high-performing networks running across five dayparts. During this flight, Continuum will use 33 networks, such as TNT, TBS, FX, Comedy Central and ESPN, to ensure the demographic is reached through their most-watched programming. These networks performed exceptionally well during the 2022 UDUTUP campaign and helped Continuum over-deliver on promised impressions. They will be used again along with other networks to help garner the same results.

Continuum will deliver an estimated **4.6 million impressions** to the target audience over the flight.

Spanish-Language Linear (Traditional) TV

Linear (traditional) TV is still a vital part of the Hispanic secondary target strategy, as 41% of the Hispanic target audience consumes television on both linear and digital mediums.

Figure 6: Linear (Traditional) Television vs. TV Streaming and Video Services Viewing for 18- to 34-Year-Old Hispanic Adults Who Speak Mostly Spanish by Index



Source: MRI Simmons 2021

NBC Universal—Telemundo

Telemundo will effectively reach Hispanic adults 18- to 34-years-old who primarily speak and consume Spanish media at home through entertainment programming such as "Hoy Dia" and "Cine Blocks." The daypart mix includes early morning, daytime, early fringe, prime time, late fringe and weekend.

Telemundo's plan will deliver an estimated **2.5 million guaranteed impressions**.

Simulmedia

Simulmedia guarantees plan delivery while offering a lower CPM to drive plan efficiencies. The cable inventory secured via Simulmedia will exclude Telemundo network to avoid duplicated delivery and to expand the TV plan reach across other Spanish-language networks. The networks on the buy include premiere sports programming like Fox Deportes, BeIN and ESPN Deportes.

Simulmedia will deliver an estimated **681,000 impressions** across all dayparts.

General Market Over-the-Top/Connected TV (OTT/CTV)

GlassView

GlassView is a digital video advertising platform built to drive measurable outcomes for brands at all levels of the marketing funnel. GlassView delivers best-in-class video advertising through premium inventory, innovative targeting and advanced algorithmic optimizations. This platform guarantees 100% viewability, and advertisers only pay when users are actively engaged with the ad.

Throughout the buy, GlassView will utilize its CTV and OTT capabilities to deliver the video to the target audience wherever they may be streaming. GlassView will insert the message into premium streaming services, such as NBC, Food Network, Univision and ESPN.

GlassView will deliver an estimated 12.5 million paid impressions and an estimated 930,000 added value impressions for a total of 13.4 million impressions.

PlayerWON

PlayerWON is the first video game platform to run TV-quality ads. They contextually target 18- to 34-year-old adult gamers directly on game consoles and PCs. Games are chosen based on high-concentration players within the target audience and include various free-to-play (FTP) games.* All advertising is 100% opt-in, and players receive rewards from PlayerWON as a value exchange. PlayerWON has 10 million active monthly users and reaches audiences other platforms cannot reach.

**Graphically violent games with an M for Mature rating will not be included in the buy.*

Players report positive feedback because viewing advertising is optional, and they receive rewards to continue playing their games. PlayerWON places frequency caps to avoid over-exposure.

NHTSA ads will only run on the game Smite, which is rated T for Teens,

**Graphically violent games with an M for Mature rating will not be included in the buy.*

PlayerWON will deliver an estimated **1.2 million impressions**.

Simulmedia – CTV

Simulmedia's CTV capabilities can programmatically place the campaign's message on top performing CTV inventory; similar how it does on Linear (traditional) TV. Ads will run on the CTV platforms, but not limited to, Hulu, Peacock, Discovery+, Paramount+, FX, and AMC targeted directly to Adults 18-to 34.

Simulmedia CTV will deliver **1.8 million impressions**.

Sinclair Sports Group

Sinclair Broadcast Group, Inc. is a diversified media company and leading local sports and news provider. The company owns and operates 21 regional sports network brands and provides services to 185 television stations in 86 markets. It is also a leader in local news providers throughout the country. Sinclair's content is delivered via various platforms, including over-the-air programming, national multi-channel video program distributors and nationally reaching digital media.

Through Sinclair partnerships, NHTSA can run on the Bally Sports networks. Bally Sports is a regionalized sports network running across the United States. Bally networks carry regional broadcasts of sporting events from professional, collegiate and high school sports. NHTSA's video message will run on Bally's CTV and OTT streaming of live sporting events. For the 2023 UDUTUP campaign, the buy will focus on nationally streamed MLB, NBA and NHL games during the weeklong flight.

Lastly, the Sinclair buy will include ads on the Wave Sports social platforms, Facebook and Instagram. They are a one-stop platform for viewers looking for sports highlights for all professional sports teams and sports news. Their videos host 6 billion monthly views and have advanced targeting capabilities, allowing the UDUTUP campaign to directly target adults 18- to 34-years-old who are sports fans. With the MLB season starting during the flight and the NFL draft approaching, it will be a fantastic time to utilize this strategy to hit the sports fan within the demo.

Sinclair Sports Group will deliver an estimated **6.5 million impressions**.

Spanish-Language Over-the-Top/Connected TV (OTT/CTV)

MiQ

MiQ is a programmatic media partner that uses automatic content recognition (ACR) partnerships to access over 40 million smart TVs within households across the country. They focus on identifying the targeted demographic served an ad on linear (traditional) TV. MiQ will use this data to find parts of the demographic who have yet to receive the ad and serve it to them through their chosen CTV or OTT platform. It will also use the data to serve CTV/OTT ads to users of before linear (traditional) and streaming TV to amplify the frequency.

MiQ's advanced audience targeting allows the buys to target by demographic, behavior and interests. This approach ensures the message is delivered at the right time to the right audience against relevant content to create awareness and engagement with the UDUTUP messaging.

MiQ's technology can identify potentially over-exposed audiences and redirect impressions to those subsequent viewers through connected data and screens, including linear (traditional) TV, desktop, OTT and mobile devices.

MiQ will deliver an estimated **3.8 million impressions** to the Spanish-speaking target audience.

Added Value

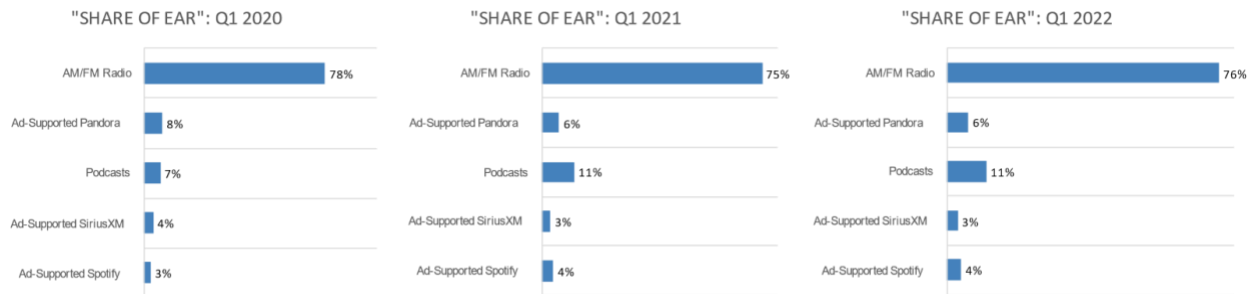
MiQ will provide an estimated **380,000 added value impressions**.

In total, MiQ CTV/OTT will deliver an estimated **4.1 million impressions**.

Radio

Terrestrial radio remains a cost-efficient way to reach the target audience. In addition to lower CPMs, it is one of the only remaining tactics for which partners can offer large added-value packages to NHTSA in the general and Hispanic markets. Edison Research supports this, reporting terrestrial radio far surpasses any streaming audio share of the ad-supported ear by over 60% for the last two years.

Figure 7: AM/FM Radio's Ad-Supported Audio Share Remains Dominant



Source: Edison Research 2022

When divided down to the radio formats, Millennial adults over-index across the most popular radio genres, with current hits, country and adult contemporary formats holding much of their listenership. Gen Z adults are much more selective with their music genres, with only current hits, hot adult contemporary, Tejano and urban over-indexing for the generation. Even though Gen Z does not index as high as their Millennial counterpart, across the board, Gen Z listeners can still be found on other formats. This allows the radio buys to continue to have a cross-generational pull.

Figure 8: Top Radio Formats for Gen Z and Millennial Adults

Radio Formats	Gen Z Adults		Millennial Adults	
	(000)	Index	(000)	Index
Adult Contemporary	3,007	88	10,089	109
Adult Hits	355	60	1,743	108
Alternative	1,030	80	4,272	122
Current Hits	5,238	146	14,536	148
Classic Hits	699	45	2,914	69
Classic Rock	819	47	3,560	75
Country	2,455	68	10,103	103
Hispanic	1,432	94	5,787	139
Hot AC	1,548	116	4,726	129
Tejano/Ranchera	640	101	2,637	152
Rhythmic	1,436	173	3,574	158
Rock	671	57	4,139	130
Sports	411	42	2,181	82
Urban	2,775	115	8,105	124
Urban Contemporary	2,129	134	6,258	145

Source: MRI Simmons Insights 2022

This cross-generational pull holds true within in-car listening as well. MRI Insights showcases that terrestrial radio still has the highest number of in-car listeners for both UDUTUP generations while digital streaming over-indexes for the age groups. The UDUTUP plan focuses on terrestrial and digital audio to extend reach and frequency for a well-rounded audio buy.

Figure 9: What Gen Z and Millennial Adults Listen to in the Car

Audio Platform Listened to in Car	Adult Gen Z		Adult Millennials	
	(000)	Index	(000)	Index
FM Radio	14,184	83	48,612	104
SiriusXM Radio	1,936	37	9,742	69
Digital Audio Streaming	7,572	127	22,149	136

Source: MRI Simmons Insights 2022

General Market Radio

Focus 360

Focus 360 brings programmatic audience targeting to the terrestrial radio level using a cloud-based platform that allows for custom-built networks for any target. Focus 360 also can track individual ad plays, resulting in real-time air checks and reporting. The network is national, covering 98% of the adult audience in the United States. This platform will supplement the traditional radio networks to add highly targeted frequency to the plan.

The terrestrial radio portion of the plan will be bought against the adult 18- to 34-year-old target audience and optimized to the top-rated genres of rock, adult hits, country and sports.

The plan will include :30 and :15 spots distributed equally across all prime dayparts with the largest audiences. The plan also consists of the SportsMap platform, which is affiliated with 550 radio stations nationwide.

Focus 360 will deliver an estimated **23.3 million paid impressions**.

Added Value

Focus 360 is offering sports live reads voiced by the host of the following sports talk shows as added value:

- "Wake up Call" with Tonny D and Ronn Culver
- "Rundown" with Jeff Michael
- "Fred Nation" with Fred Faour and Greg Frank
- "Coast to Coast" with Scott Ferrell
- "Gametime Decisions" with Gabriel Morency and Cam Stewart

The plan will deliver an estimated 3.1 million added value impressions.

In total, Focus 360 will deliver an estimated **26.3 million impressions**.

Skyview Networks

Once known primarily for sports, Skyview Networks has grown rapidly over the last few years, acquiring several new affiliates, such as ABC and CBS News. Skyview serves 5,700+ radio stations with these additions, reaching 113 million listeners each week and offering 100% U.S. coverage.

Radio weight will be scheduled nationally through Skyview's music platform via radio personality influencers. MLB will be a large part of the plan, with the message running in-game on 150 affiliates throughout the country.

Multicultural Influencers

Radio personality influencers will provide voiced spots, in-program features and social media posts across Skyview's various lineups. This diverse cast of multicultural personalities reaches across multiple formats and audiences. All of the shows below will have their entire week dedicated to the UDUTUP campaign message of not driving while distracted.

- **"The Dana Cortez Show"** has run successful campaigns for NHTSA in the past, speaking to both the general market and Hispanic listener base.
- **"B-Dub Radio"** is a top-rated, high-energy country show that runs in the evenings.
- **"Country Top 40 with Fitz"** is one of the top-rated radio shows in which Fitz goes through the top 40 country songs.
- **"Murphy, Sam & Jodi"** is a weekly morning radio show that runs for five hours nationwide.
- **"XYZ with Erik Zachary"** creates a multimedia experience through host Eric Zachary, who makes content focused on pop culture and music.

In addition to the music-driven programs listed above, hosts of MLB affiliates across the country will talk about the importance of keeping your eyes on the road.

The paid portion of the Skyview plan will deliver an estimated **112.1 million impressions**.

Added Value

Added value will be provided through additional bonus ads, MLB live reads and Alpha Media streaming. The added value portion of the Skyview Networks plan will deliver **4 million impressions**.

In total, Skyview Networks will deliver an estimated **116.1 million impressions**.

United Stations Radio Network

United Stations Radio Network (USRN) is a full-service network radio company that syndicates radio shows and services with every U.S. radio ownership group, giving access to the entire range of stations in the country. USRN also syndicates AccuWeather programming on 548 radio stations nationally with important weather broadcasts.

Terrestrial Radio

The following elements will be included in the radio plan:

- **"USRN Active Male Network"** will run a bulk of the spots. This network is created through multiple stations per market that skew 65% male. The primary formats for this network include sports and classic rock.
- **"USRN Weekend Music"** is designed to provide added reach on long-form music programming on formats such as country, classic rock and AC. The audience for "Weekend Music" is 56% male.
- **"USRN Young Adult"** delivers to young adults on classic rock, CHR and country formats. This network has 100% U.S. coverage and runs across 802 stations.

The terrestrial plan will deliver an estimated **52.9 million impressions**.

Added Value

The added value portion of the plan is estimated at **3.7 million impressions** and includes:

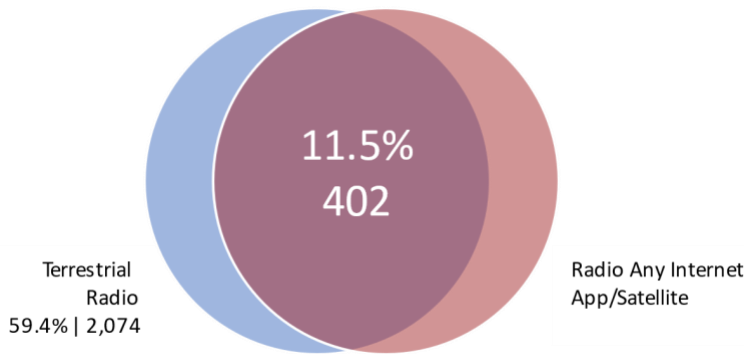
- :30 voiced reads by meteorologists on 401 stations around the country
- :10 billboards on the Young Adult and Weekend Music Networks voiced by the talents of Alice Cooper, Nina Blackwood and Dee Snider
- A social video provided by Riki Rachtman and Lea Vendetta addressing the dangers of texting while driving

Overall, USRN/AccuWeather will deliver an estimated **56.6 million impressions**.

Spanish-Language Radio

AM/FM radio is the highest audio source used in Hispanic vehicles; 59% of Hispanics currently listen to terrestrial radio, which is significantly higher than digital radio. Digital currently only holds 14.2% of the Hispanic audience when listening to audio in the car.

Figure 10: Radio AM/FM vs. Radio Any Internet App/Satellite Usage in Hispanic Adults 18- to 34-Years-Old Who Speak Only or Mostly Spanish at Home



Source: MRI Simmons 2021

SBS AIRE

SBS AIRE will deliver the UDUTUP message across top stations in key markets. The plan features their top networks, such as Mega and their highly rated shows "Alex Sensation" and "El Terri." SBS AIRE will run the paid radio plan via terrestrial radio and audio streaming with companion banners.

The paid portion of the SBS AIRE plan will deliver an estimated **16 million impressions**.

Added Value

The added value of the plan includes an estimated **1.2 million impressions**.

In total, SBS AIRE will deliver approximately **17.2 million impressions**.

Entravision

The Entravision plan will have coverage in the top 98 Hispanic DMAs and run across 314 stations within the United States. Entravision will air 54 :30 spots during the weeklong flight. The paid portion of the radio plan will deliver an estimated **7.4 million impressions**.

Added Value

The added value plan includes an extra **270,000 delivered impressions**.

In total, the Entravision radio plan will deliver an estimated **7.7 million impressions**.

Hispanic Radio Network

Hispanic Radio Network (HRN) reaches top Hispanic DMAs through more than 300 radio affiliates covering top-rated regional Mexican stations across the country.

The paid plan will deliver an estimated **10.1 million impressions**.

Added Value

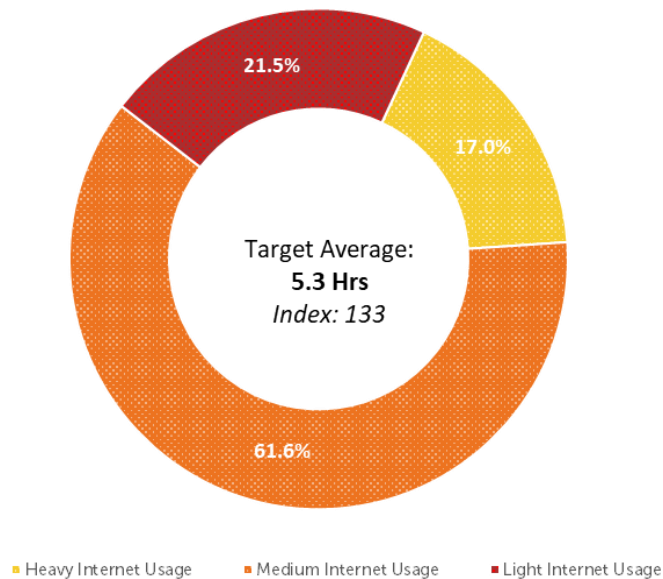
Added value includes units on the popular show "The Soccer Republic" with Fernando Fiore and additional bonus ad units across the platform. The added value portion will deliver an estimated **6.7 million impressions**.

In total, HRN will run approximately an estimated total of **16.8 million impressions**.

Digital

While Millennials remember life before the internet, Gen Z has grown up with digital and are true digital natives. This digital landscape is where 18- to 34-year-old adults spend most of their time, with 78% more time spent on the internet daily than average. The "heavy" (7.5+ hours per day) users in this group index significantly higher than average at 163.

Figure 11: Time Spent Using the Internet by 18- to 34-Year-Old Adults



Source: MRI Simmons 2021

General Market Digital

Publisher Direct

ESPN

The sports calendar for the ESPN UDUTUP campaign will include the Final Four, MLB opening week, NFL Draft news, The Masters, NBA Playoffs and NHL Playoffs. ESPN will surround this coverage with non-skippable video-on-demand pre-roll, premium high-impact units and display banners. The assets will run on all cross-devices to reach the target audience.

ESPN will deliver an estimated **6.4 million paid impressions**.

Added Value

ESPN will deliver an estimated 195,000 display added value impressions.

In total, ESPN will deliver an estimated **6.6 million impressions**.

CBS Interactive

CBS Interactive will be used to reach the target audience consuming programming throughout the Viacom/CBS network. NHTSA will have :15/:30 placements through their EyeQ Culture Video platform. EyeQ is Viacom's integrated suite of streaming platforms, such as Paramount+, Pluto TV and other ViacomCBS apps. Accessing Paramount+'s audience will directly target the UDUTUP target audience since, by the end of 2022, the platform's largest audience fell within the 25- to 34-year-old age range, and the second-largest age range fell within the 18- to 24-year-old age range. This will help NHTSA reach its Millennial and Gen Z national audience through premium and brand-safe digital video. Through the platform, pre/mid-roll-on ads will run on desktop, mobile, OTT and VOD. EyeQ Culture will serve ads to the target audiences on the programming they are watching, including content within MTV, Comedy Central, CMT, VH1, Paramount Network and more.

CBS Interactive will deliver an estimated **2.1 million paid impressions**.

Added Value

As added value, CBS Interactive will serve an additional estimated **217,000 display impressions**.

In total, the plan will deliver an estimated **2.3 million impressions**.

Bleacher Report

Bleacher Report (B/R) is a collection of sports journalists and bloggers covering NFL, MLB, NBA, NHL, MMA, NCAA, NASCAR, fantasy sports and sports culture. B/R will deliver the UDUTUP message through the Everywhere Content sponsorship, Bleacher Buzz Takeover Plus and video across all B/R sources, including YouTube. Display media will include run of site (ROS) and streaming video banner headers. Also included is a sponsored in-feed social post on B/R National. The Everywhere Content sponsorship provides exposure across all webpages for sporting teams on B/R where fans engage with B/R content to stay in the know about their favorite teams/athletes. Bleacher Buzz Takeover Plus, which has been successful in past NHTSA partnerships with B/R, gives ownership of the top buzzing articles on B/R for the entire day at 100% share of voice (SOV).

Bleacher Report will deliver an estimated **4.5 million paid impressions**.

Added Value

The plan will deliver an estimated **50,000 added value impressions**.

In total, the plan will deliver an estimated **4.55 million impressions**.

Twitch

Twitch is a leading platform for e-gaming and entertainment streams with young adults. Twitch reaches people within the target with an affinity to gaming and esports, utilizing non-skip premium video ads directly in broadcasts. Each placement is layered with Amazon audience targeting to reach the designated target audience.

Twitch will deliver an estimated **3.3 million paid impressions**.

Added Value

Added value for the campaign will include in-stream, lower-third display ads that will deliver **920,000 impressions**.

In total, the plan will deliver **4.2 million impressions**.

Vox

Vox is a trusted network of sites that feature content on news and entertainment. Vox can reach more than 230 million unique users and 85% of the U.S. digital population who are engaged audiences. Vox will run the UDUTUP message on a high-impact unit that will run across the network targeted to the audience. An additional placement of this unit will run across PopSugar, a pop culture and celebrity news-focused website. This website's largest demographic is females 25- to 34-year-olds. In addition, the plan includes the Vox full episode player video pre-roll and display banners.

Vox will deliver an estimated **5.1 million paid impressions**.

Added Value

Vox will deliver an estimated **600,000 added value impressions**.

In total, the plan will deliver an estimated **5.7 million impressions**.

Buzzfeed

Buzzfeed is an entertainment media, news and pop culture platform hub for the latest trending stories, videos, activities and more. BuzzFeed has 158 million monthly visitors to the site, with one-third of that figure included in the distracted driving demographic, and 65.1% of its audience is female. The plan features videos across BuzzFeed-owned-and-operated media, including BuzzFeed YouTube and their cooking video series, Tasty. BuzzFeed will also run display ads across its site.

Buzzfeed will deliver an estimated **8.7 million paid impressions**.

Added Value

Buzzfeed will deliver an estimated **600,000 added value impressions**.

In total, the plan will deliver an estimated **9.3 million impressions**.

Streaming Audio/Podcasts

Spotify

The Spotify plan will make use of Audio Everywhere for streaming and podcasts. The Audio Everywhere package (audio and banner) reaches the target audiences on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions. In addition to the audio spot, the plan includes ownership of a clickable companion display unit that allows traffic to go to the desired destination when not driving. Additionally, utilizing Spotify's Podcast Audience Network will allow NHTSA to reach the target audiences with a continuous delivery on budget throughout the campaign. Spotify users reached through podcast ads include both subscribers and non-subscribers. The ads will be :30 pre- and mid-roll host reads produced by Spotify. Spotify's Podcast Audience Network increases Spotify's reach in the United States by more than 30%. Spotify became the #1 podcast player in the country last year.

Audio Everywhere will deliver an estimated **5.5 million impressions**, and podcasts will serve an estimated **2.3 million impressions** for a total of **7.8 million impressions**.

Pandora

Pandora will utilize Streaming Everywhere audio, and this tactic will extend the NHTSA message past mobile to all Pandora listeners, including smart speakers, TV apps and tablets. The plan will include an accompanying clickable display banner to help drive traffic to the website and run :30 NHTSA ads. Additionally, users will be reached through podcast streaming across the SiriusXM (SXM) Podcast Network. Subscribers of SiriusXM will have access to podcasts through the SXM app and online only.

Streaming Everywhere will serve an estimated **7.1 million impressions**, and podcasts will serve approximately **2 million impressions** for an estimated **9.1 million impressions**.

The Trade Desk Audio

Streaming audio through The Trade Desk (TTD) allows NHTSA access to all streaming audio inventory available during the flight that will be purchased programmatically at the most efficient CPMs to secure the inventory. Targeting is built to reach the audience at scale through the campaign. TTD will run alongside Pandora and Spotify streaming to expand the UDUTUP message to listeners on the digital audio platform of their choice.

TTD Audio will deliver an estimated **2.5 million impressions**.

Digital Video/Online Video (OLV)

The Trade Desk OLV

OLV will run programmatically to reach the target audience across all sites being consumed to increase the reach and frequency. OLV will be served cross-device through the open exchange with access to the majority of inventory and will run on the private marketplace, accessing inventory not available through the open exchange.

Utilizing TTD for OLV, audio and display will allow complete transparency into the buy, apply real-time optimizations and allow the frequency to be controlled to reduce waste, increasing reach by achieving an efficient frequency of around six to eight across all tactics.

TTD OLV will deliver an estimated **14.5 million impressions**.

YouTube

YouTube offers custom and curated targeting to ensure this campaign reaches the adult 18- to 34-year-old target audience through various interests, habits and demographics. During the last decade, YouTube has made strides in brand safety to ensure advertisers' ads run in programming that reaches the demographic, but aligns with the client's values. Their brand safety investments allowed YouTube to receive Media Rating Council (MRC) accreditation last year.

For the general market audience, YouTube will deliver an estimated **21.9 million impressions**.

YouTube Gaming

The YouTube Select Gaming lineup allows video advertising to run within gaming-related content on the YouTube Gaming-specific webpage. This gaming content hub only contains the top 5% of gaming content that YouTube curates based on popularity, passion and suitability. YouTube Gaming is where viewers can come to watch video game live streams, learn game tips and follow gaming news about their favorite games. Further content restrictions will be in place to ensure ads only run within content that meets the NHTSA suitability criteria. YouTube Gaming also uses the Entertainment Software Rating Board (ESRB) to ensure that ads will only be served to games with a G, PG and Teens rating.

Examples of suitable content would be gaming videos related to FIFA, Madden, Rocket League and more.

YouTube Gaming will deliver an estimated **1.7 million impressions**.

Aki

Aki is an omnichannel marketing technology that integrates different methods of interaction to reach the desired targeted demographic. Aki will be utilized to serve OLV ads to the audience during times they are more likely to be found online. Leveraging their proprietary location and mobile data, Aki will serve ads to the audience when they are performing activities when they are more receptive to receiving the message. This includes activities that index high with the UDUTUP targeted demographic, such as shopping, post-workout, weekend brunch and more.

The Aki OLV plan will deliver an estimated **1.4 million impressions**.

Undertone

Using Smart Optimization of Responsive Traits (SORT) technology, Undertone can create specialty targeting and optimizations to reach the desired demographic in real time using cookieless data. SORT places consumers in SmartGroups based on what they are interested in and Undertone's proprietary data. Undertone will utilize this data to serve video placements on high-viewability areas of websites where the message is more likely to be seen while also surrounding premium content. This includes pre-roll video ads optimized toward video completion. In addition, the plan will consist of a mobile-only video adhesion unit featuring a :15 video.

The plan will deliver an estimated **6 million paid impressions**.

Added Value

Undertone will deliver an estimated **880,000 added value impressions**.

In total, the Undertone OLV plan will deliver an estimated **6.8 million impressions**.

Wunderkind

Wunderkind is a private marketplace of the post-content advertising inventory that can recognize real-time behaviors and find the moment a visitor is done or disengaged with publisher content rather than interrupting their browsing session. This results in a non-intrusive user experience, providing highly engaged and valuable impressions. Wunderkind has access to an extensive list of premium publishers, ensuring brand-safe and relevant content. The video portion of the plan will serve standard video units upon real-time triggers that indicate the user is done viewing that piece of content, such as scrolling to the top of the page.

The Wunderkind OLV plan will deliver an estimated **5 million paid impressions**.

Digital Display

The Trade Desk

TTD will increase reach and frequency at scale. Display banners will be served to the target demo through TTD for potential CPM savings and total transparency into programmatic buys, controlling frequency across channels run in-platform. The targeting for programmatic display will include the target audience through the open exchange with access to the majority of inventory and the private marketplace, accessing inventory not available through the open exchange.

Digital display via TTD will deliver an estimated **28.5 million impressions**.

Undertone

Using Smart Optimization of Responsive Traits (SORT) technology, Undertone can create specialty targeting and optimizations to reach the desired demographic in real time using cookieless data. SORT places consumers in SmartGroups based on what they are interested in and Undertone's proprietary data. Undertone will utilize this data to serve display ads on high-viewability areas of websites where the message is more likely to be seen while also surrounding premium content.

Undertone will leverage high-impact units to increase awareness and reception of the UDUTUP message. High-impact units will include:

- **Non-Expandable Bottom Adhesion:** A cross-screen banner anchored to the bottom of the browser for additional branding and content
- **Brand Reveal:** A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with a highly viewable display or video integration

The plan will deliver an estimated **6.5 million paid impressions**.

Added Value

Added value as additional non-expandable adhesion units will serve an estimated **880,000 impressions**.

In total, Undertone will deliver an estimated **7.4 million impressions**.

Aki

Aki is an omnichannel marketing technology that integrates different methods of interaction to reach the desired targeted demographic. Aki will be utilized to display ads to the audience during times they are more likely to be found online. Leveraging their proprietary location and mobile data, Aki will serve ads to the audience when they are performing activities when they are more receptive to receiving the message. This includes activities that index high with the UDUTUP targeted demographic, such as shopping, post-workout, weekend brunch and more.

This plan will deliver an estimated **4.8 million paid impressions**.

Added Value

Aki will deliver an estimated 436,000 added value impressions.

Overall, the Aki display plan will deliver an estimated **5.2 million impressions**.

Wunderkind

Wunderkind is a private marketplace of post-content advertising inventory that can recognize real-time behaviors and find the moment a visitor is done or disengaged with publisher content rather than interrupting their browsing session. This results in a non-intrusive user experience, providing more engaged and valuable impressions.

Wunderkind has access to an extensive list of premium publishers, ensuring brand-safe and relevant content.

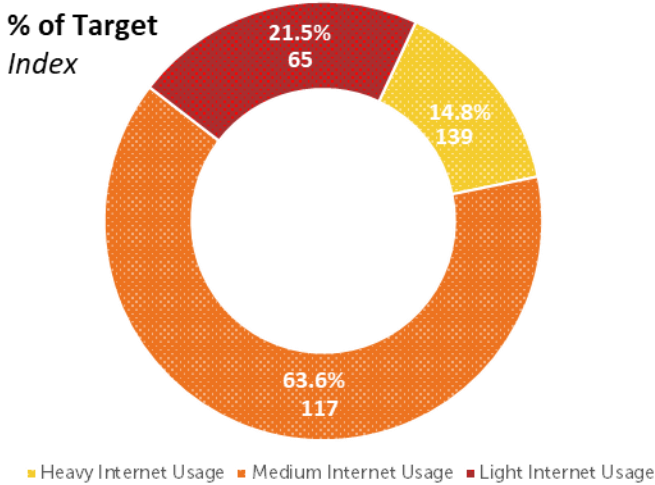
The display portion of the plan will serve standard display units upon real-time triggers that indicate the user is done viewing that piece of content, such as scrolling to the top of the page.

The Wunderkind display plan will deliver an estimated **11.1 million paid impressions**.

Spanish-Language Digital

Like the general market audience, the Hispanic target audience spends significant amounts of time online—an average of 5.1 hours daily. Heavy internet users, a substantial portion of the target, spend as much as 7.5–10 hours daily online.

Figure 12: Daily Internet Usage by 18- to 34-Year-Old Hispanic Adults Who Speak Mostly Spanish



Source: MRI Simmons 2021

Streaming Audio

Pandora

The Spanish-language plan with Pandora will also use Streaming Everywhere audio to reach adults 18- to 34-years-old. Inventory sources include Sonos, TuneIn, SoundCloud, Pandora, Spanish Broadcasting System (SBS), Idobi, Audiomack and SiriusXM. Targeting also includes Spanish-language-only audio. The assets will consist of audio messages and a clickable 300x250 companion (display) banner, as with the general market plan. Audio streamed while driving will not feature a display banner.

The Pandora Spanish plan will deliver an estimated **2.1 million impressions**.

Spotify

The Spanish-language plan with Spotify will also use Audio Everywhere to reach the audiences wherever they are streaming. Audio streamed while driving will not feature a display banner. Targeting will include Spanish-language audio only.

Spotify Spanish will deliver an estimated **1.6 million impressions**.

OLV

YouTube

YouTube offers custom and curated targeting to ensure this campaign will reach the adult 18- to 34-year-old target audience. It will maintain a cost-effective cost-per-completed view (CPCV) and brand safety placement. The top Spanish-speaking audience groups in the 2022 campaign were sports fans, music lovers, social media apps and vehicle owners, which will continue to be targeted in 2023.

YouTube will deliver an estimated **12.3 million impressions**.

MyCode Media

MyCode bought out HCode and now owns the HCode first-party Hispanic market data. Through MyCode, NHTSA can still use the HCode platform, which has performed successfully on past NHTSA campaigns. HCode has access to over 400 publisher partners to reach over 32 million in the U.S. Hispanic audience. Through OLV, MyCode/HCode will reach Hispanic adult viewers ages 18- to 34-years-old and drive awareness to reduce distracted driving fatalities with premium video units.

MyCode OLV will result in an estimated **400,000 impressions**.

MiQ

MiQ will utilize its proprietary multi-leveled targeting technology to reach the Spanish-language audience with an OLV component of their plan, delivering an estimated **900,000 impressions**.

Digital Display

MiQ

MiQ will utilize its proprietary multi-leveled targeting technology to execute a display component of the plan, delivering an estimated **4.5 million impressions**.

Added Value

Added value for the plan will deliver an estimated **540,000 bonus display impressions**.

In total, MiQ display will deliver an estimated **5 million impressions**.

MyCode Media

MyCode bought out HCode and now owns the HCode first-party Hispanic market data, and through MyCode, NHTSA can still use the HCode platform, which has performed successfully on past NHTSA campaigns. HCode has access to over 400 publisher partners to reach over 32 million in the U.S. Hispanic audience. MyCode/HCode will reach Hispanic adults 18- to 34-years-old and drive awareness to reduce distracted driving fatalities with various high-impact display units.

MyCode will deliver an estimated **1.4 million impressions**.

The Trade Desk Display

TTD will deliver banners across desktop and in-app through open exchange and PMP inventory. Additional targeting is implemented to reach only Hispanic adults 18- to 34-year-olds who primarily speak and consume Spanish media.

The TTD display plan will deliver an estimated **11.2 million impressions**.

General Market Paid Social Media

Facebook/Instagram

To drive retention of the UDUTUP message during the campaign, NHTSA will promote content on Facebook and Instagram, driving video views across platforms. Reach and impressions will be used as a secondary KPI to measure efficiency.

Approximately 58% of the paid social media campaign budget will be allocated to Facebook and Instagram general market campaigns. Within the audiences, the funding will auto-optimize across the different creative units based on performance to allow for optimal budget distribution to maximize the reach of the UDUTUP message.

The general market Facebook/Instagram plan will generate an estimated **18.6 million total impressions**.

Twitter*

NHTSA will promote content on Twitter to drive retention of the UDUTUP message during the campaign, driving video views across platforms. Reach and impressions will be used as a secondary KPI to measure efficiency.

Approximately 19% of the total paid social media campaign budget will be allocated to Twitter general market campaigns. Within the audiences, the budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget to maximize the reach of the UDUTUP message.

The general market Twitter plan will generate an estimated **11.6 million total impressions**.

**Twitter will continue to be monitored, and the budget can shift to another platform due to current events.*

Spanish-Language Paid Social Media

Facebook/Instagram

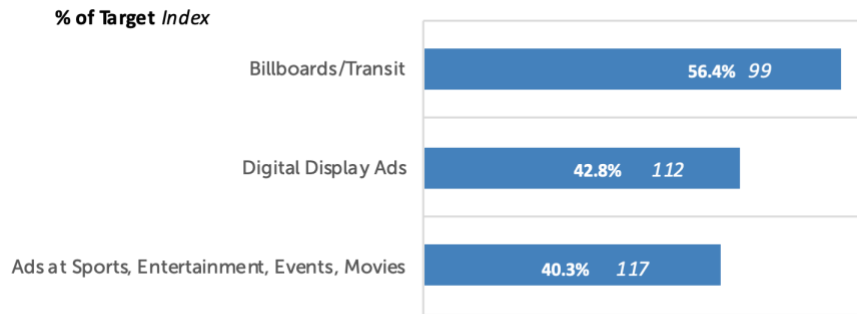
As with the general market plan, Facebook/Instagram will be used to drive message retention of the UDUTUP message during the campaign by leveraging the video view objective on Facebook and Instagram.

Approximately 23% of the paid social media campaign budgets will be allocated to the Facebook/Instagram Hispanic campaigns. The Facebook/Instagram Hispanic market plan will generate an estimated **5.7 million impressions**.

Out-of-Home

Out-of-home (OOH) media extends the campaign message beyond the audience's screens and MRI showcases that OOH media still resonates with 18- to 34-year-old adults. Billboards have the highest reach at 56.4% and digital display ads come in at 42.8%. Sports and movie ads both over-index. Due to the weeklong flight of the 2023 UDUTUP campaign, a digital OOH strategy would provide an additional boost to the UDUTUP messaging.

Figure 13: Out-of-Home Media Usage by 18- to 34-Year-Old Adults



Source: 2021 Doublebase GfK MRI

Van Wagner—In-Stadium Signage

Major League Baseball (MLB) will be in its opening week during the 2023 UDUTUP flight and it will be a great time to reach eager baseball fans. The OOH effort for this campaign will include TV-visible home plate signage placement during 42 MLB games. NHTSA will receive one half-inning of signage per game, for an average of 2:45 minutes of TV exposure per game, and six to 12 minutes in-stadium. Brand logo and messaging will be seen on TV during 126 televised games on home and away TV networks and on select national TV games.

In addition to the in-game signage, video highlights often provide additional impressions via post-air highlight shows (ESPN SportsCenter, local news) and online/social media posts on MLB.com, Facebook, Twitter, etc. These video highlights are not predictable or quantifiable, but certainly add value to the campaign and have been very successful in past NHTSA campaigns.

This plan will deliver an estimated **14.2 million impressions**.

Campaign Summary

Vendor	Paid Imps	Added Value	Total
English and Spanish TV			14,826,035
Continuum	4,603,366	0	4,603,366
Ampersand	6,968,236	0	6,968,236
Simulmedia- Spanish	681,433	0	681,433
Telemundo - Spanish	2,573,000	0	2,573,000
English and Spanish Radio			241,206,240
Skyview	112,186,030	4,033,010	116,219,040
Focus 360	23,274,900	3,122,800	26,397,700
USRN	52,910,800	3,701,800	56,612,600
Aire - Spanish	16,055,000	1,273,000	17,328,000
HRN - Spanish	10,164,000	6,777,000	16,941,000
Entravision - Spanish	7,437,700	270,200	7,707,900
English and Spanish CTV			27,170,887
Glassview	12,500,000	937,500	13,437,500
Simulmedia- CTV	1,800,000	0	1,800,000
Sinclair Sports Group	6,529,679	0	6,529,679
PlayerWon	1,222,222	0	1,222,222
MiQ -Spanish	3,801,351	380,135	4,181,486
English and Spanish Publisher Direct			33,093,937
Bleacher Report	4,591,275	50,000	4,641,275
Buzzfeed	8,750,000	625,000	9,375,000
Twitch	3,368,035	920,833	4,288,868
Vox	5,133,334	600,000	5,733,334
ESPN	6,469,156	195,000	6,664,156
CBS Interactive	2,173,913	217,391	2,391,304
English and Spanish Digital Video			56,226,009
Aki	1,428,571	0	1,428,571
TTD - Spanish	14,583,333	0	14,583,333
Undertone	6,005,398	889,604	6,895,002
Wunderkind	5,000,000	0	5,000,000
YouTube	12,961,102	0	12,961,102
YouTube Gaming	1,709,124	0	1,709,124
MiQ - Spanish	900,000	0	900,000
MyCode - Spanish	400,000	0	400,000
YouTube - Spanish	12,348,877	0	12,348,877
English and Spanish Streaming Audio			18,893,597

Pandora	7,142,856	0	7,142,856
Spotify	5,547,337	0	5,547,337
TTD	2,500,000	0	2,500,000
Pandora - Spanish	2,100,840	0	2,100,840
Spotify - Spanish	1,602,564	0	1,602,564
English and Spanish Display			70,060,603
Aki	4,803,921	436,275	5,240,196
TTD	28,571,429	0	28,571,429
Undertone	6,552,707	889,604	7,442,311
Wunderkind	11,100,000	0	11,100,000
MiQ - Spanish	4,500,000	540,000	5,040,000
MyCode - Spanish	1,416,667	0	1,416,667
TTD - Spanish	11,250,000	0	11,250,000
English and Spanish Paid Social			35,974,820
Facebook/Instagram Eng.	18,618,575	0	18,618,575
Twitter Eng.	11,650,219	0	11,650,219
Facebook/Instagram Spanish	5,706,026	0	5,706,026
Out of Home			14,257,000
Van Wagner	14,257,000	0	14,257,000
Grand Totals	485,849,976	25,859,152	511,709,128

**Inventory is not guaranteed until insertion orders have been issued; therefore, all impressions are estimates only.*

State-Level Campaign Extension Opportunities

The state-level plans can execute several strategies to build upon the base paid media reach provided in the national plan.

TV

The national plan will use linear (traditional) and programmatic TV and OTT/CTV to reach the target audience with entertainment, non-sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services. The state-level plans will build off this base by including broadcast TV programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geotargeting any problem areas in their local markets.

Radio

At the national level, radio will be used for its efficiency and, due to its in-vehicle strength, its ability to build frequency. States will consider local radio buys that allow local on-air talent to lend their voices and social networks to enhance the message further.

Digital

The target audience uses digital media heavily, and a digital effort should be a significant part of state-level plans. This can include using publisher direct efforts outside of those sites on the national plan, online video, CTV/OTT, audio streaming, podcasts and display. Social media also plays a significant role in the life of the target audiences and is recommended for state-level plans.

Rural Markets

If state-specific data indicates that the UDUTUP campaign should include rural areas, attention should be paid to broadband penetration to ensure adequate reach into those areas for digital tactics. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional TV, radio and OOH buys. This should only be regarded as applicable for states that have rural market issues to factor into plans.

Glossary

Television

Advertising-Based Video on Demand (AVOD): Ad-supported video streaming.

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Automatic Content Recognition (ACR): ACR is a technology that leverages a content database to recognize and identify video and audio content with which a user is actively engaging.

Brand Safety: Keeping a brand's reputation safe when they advertise by taking steps to ensure that ads do not run adjacent to content that goes against brand guidelines.

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features, such as web browsing, social networking, video-on-demand and video streaming, in addition to regular TV content.

Linear (Traditional) TV: TV service where the scheduled program must be watched at a specific time and on a specific TV channel.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multi-channel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Subscription Video on Demand (SVOD): Similar to pay-TV packages, SVOD allows consumers to access an entire catalog of content for a flat rate, typically paid monthly. Examples of SVOD include Netflix, HBO Max, Disney+ and Amazon Prime. Typically, they do not offer advertising opportunities.

Synched: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices and tablets, display ads, ads seen on social media or search marketing.

Radio

Audio Streaming: Delivering real-time audio through a network connection.

Average Quarter Hour (AQH): The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Digital

Esports: A multiplayer video game competition played for spectators, often team-based and played for prize money. Esports are also live-streamed and involve commentators and analyses like "traditional" sports, such as football, baseball and basketball.

Free-To-Play Games: Free-to-play (F2P) refers to a business model for online games in which the game designers do not charge the user or player to join the game. Instead, they bring in revenue from advertisements or in-game sales, such as payment for upgrades, special abilities, special items and expansion packs.

Live-Streaming: A gamer sharing his or her gaming experience with fans/followers by live broadcasting the game that they are playing. Some streamers consistently play the same games and others try different games or follow trends.

Metaverse: A universal and immersive virtual world.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

Programmatic Digital: Automated bidding on advertising inventory in real-time for the opportunity to show an ad to a specific customer within a specific context.

Second Screen: A mobile device used while watching TV, especially to access supplementary content or applications.

ThruPlay: The number of times a video is played to completion, or for at least 15 seconds.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

General

Cost Per Thousand (CPM): The cost of delivering 1,000 gross impressions.

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Frequency: The number of times you touch each person with your message.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.